

**Figure 1**

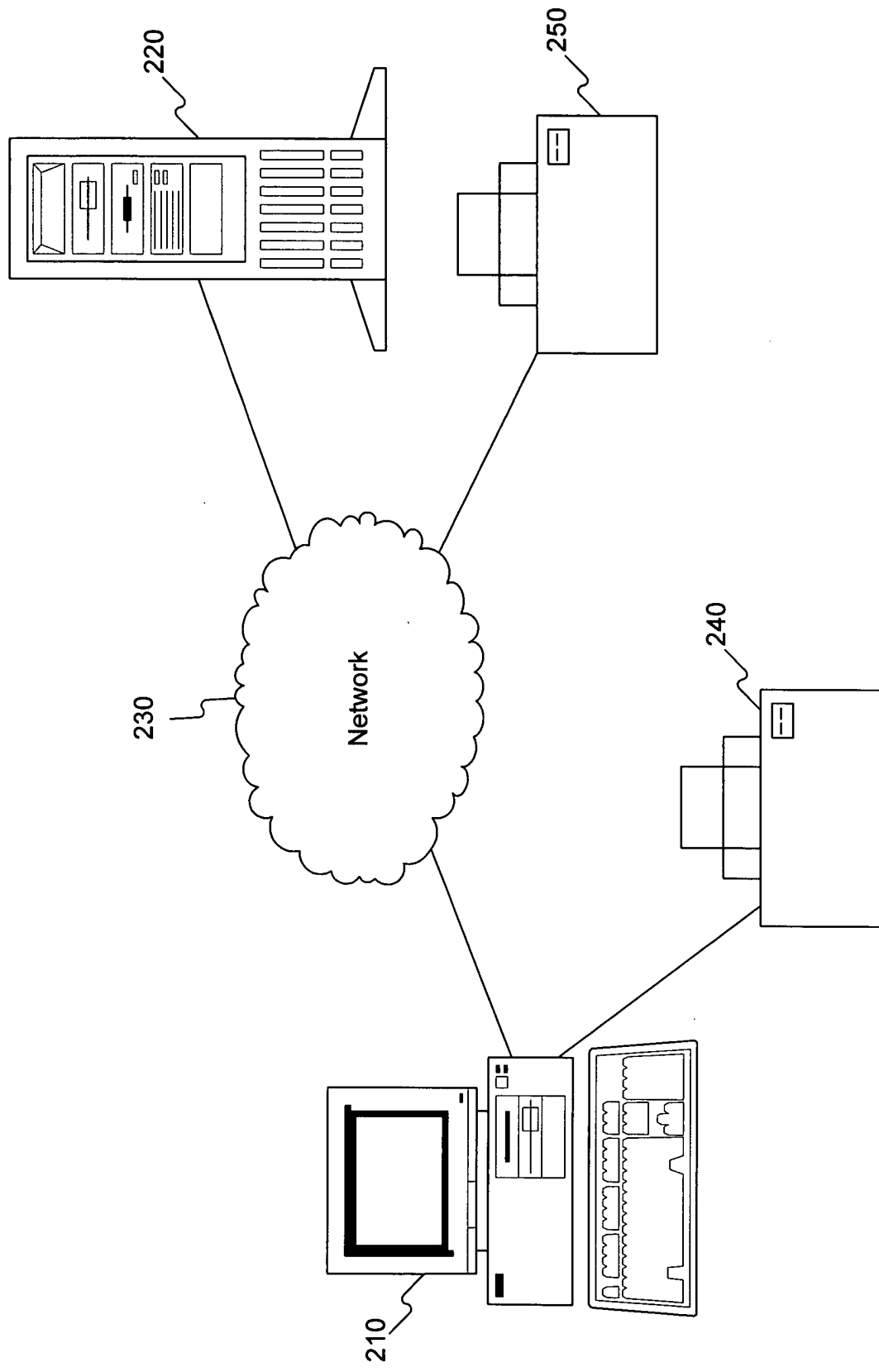


FIGURE 2

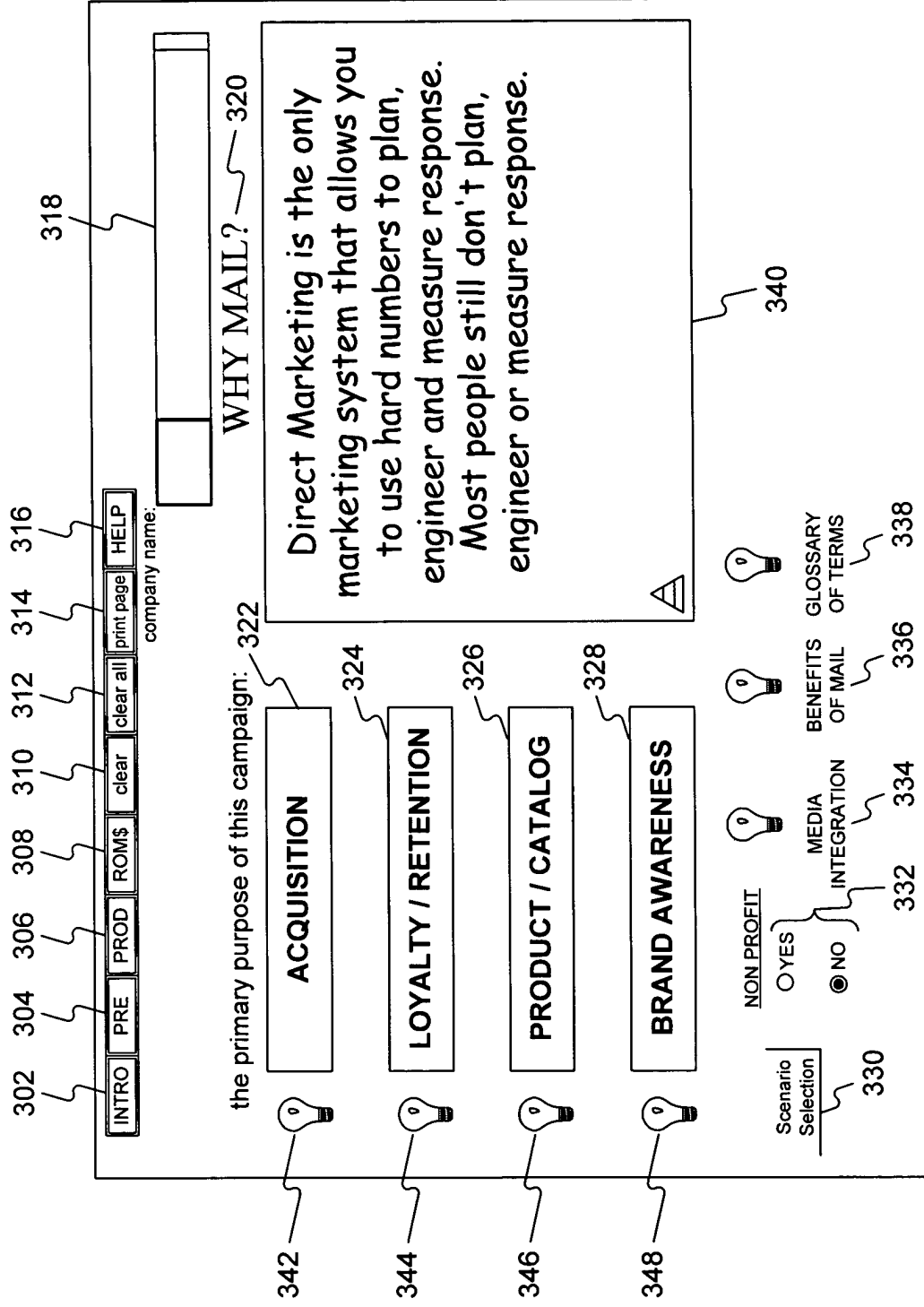


Figure 3

302 304 306 308 310 314 316

INTRO PRE PROD ROM\$ clear DEMO print page HELP

## PRE-PRODUCTION TO DO LIST

**What do you want to mail?**

Post Card, Letter, Self Mailer ☐ Non-Mach. Letter, \$0.04 ☐ Test ☒ ENTER

Catalog, Flats 402 1,000,000

Product Sample 404 -

408 ☐ Residual Shape Surcharge [adds \$0.23 surcharge to postal rates on Production page.] 406

**First mailing date.** March 1, 2003

**List** ☒ Demographic ☐ Geographic 416

412 ☐ Have you determined your offer? 418

414 ☐ Have you written copy or hired a copy writer? 420

434 ☐ Do you have a 'call to action'? 422

436 ☐ How creative is your creative, is it based on a "big idea"? 424

☐ Is your creative USPS automation compatible? 426

☐ Will you need a photo shoot, or can you obtain graphics from the web? 428

### TASK ASSIGNMENT

Figure 4

302 304 306 308 310 312 314 316

508 510 512 514 516 518 520 522 524

INTRO PRE PROD ROM\$ clear DEMO print page HELP

502 504 506 508 510 512 514 516 518 520 522 524

Use CPP if known

cost per piece

cost per piece

cost per piece

572 574 576

First Class Wt Options: 1oz 2oz 3oz 4oz

526 570 534 536 540 544 548

Benefits of First-Class Mail

550 558 560 562 564

552 554 556

528 530 532

POSTAGE COSTS			
Quantity (Pieces)	Postal Rates	Std A Entry Discount	Postage Cost
1,000,000	LTR Auto 3-Digit	DSCF	0.166 \$ 166,000
-	-	None	0.000 \$
-	-	None	0.000 \$
Letters			166,000
Catalogs			-
Samples			-
International			-

PRODUCTION COSTS	
Letters, etc.	Catalogs
TURN-KEY PROJECT COSTS	
(if production pricing is all-inclusive)	
ITEMIZED COSTS	
Administrative and planning costs	\$ 7,500
Creative [copy, design, artwork]	\$ 5,000
Film & Photography	\$ 2,250
Data Processing	\$ 4,000
Professional Fees	\$ 6,500
Freight [shipping materials to vendors]	\$ 2,200
Other	\$ 6,525
TOTAL	\$ 33,975
	\$

LIST - PRINT - MAIL COSTS	
List Acquisition [per thousand cost]	Printing [per thousand cost]
50	15
15	15
-	-
\$	\$

Figure 5

302 304 306 308 310 312 314 316

INTRO PRE PROD ROM\$ clear all DEMO print page HELP

674 Letters, etc.

676 Catalogs

678 Sample

602 Include Product Costs?

604 Include Product Costs?

606 Include Product Costs?

EXECUTIVE SUMMARY

CAMPAGN MANAGER

LETTERS FTC

Response Information

CPM

Cost per Thousand:

Break Even Response Rate:

Actual or Assumed Response Rate:

Selling Price per Piece/Order:

680 Modified CPP

610 Allowable Cost per Package:

612 Cost per Piece:

614 Cost per Response:

616 Cost per Sale:

618 Cost per Sale:

620 Cost per Response:

622 Cost per Sale:

624 Gross Profit from Sales:

626 Profit per Piece/Order:

628 Gross Profit from Sales:

630

666 Add Assumptions

668

662

660 LTV CRM - Number of Touches per Year 4

662 LTV CRM - Mailing Investment \$ 47,046

664 2%

662

664

648

650

652

654

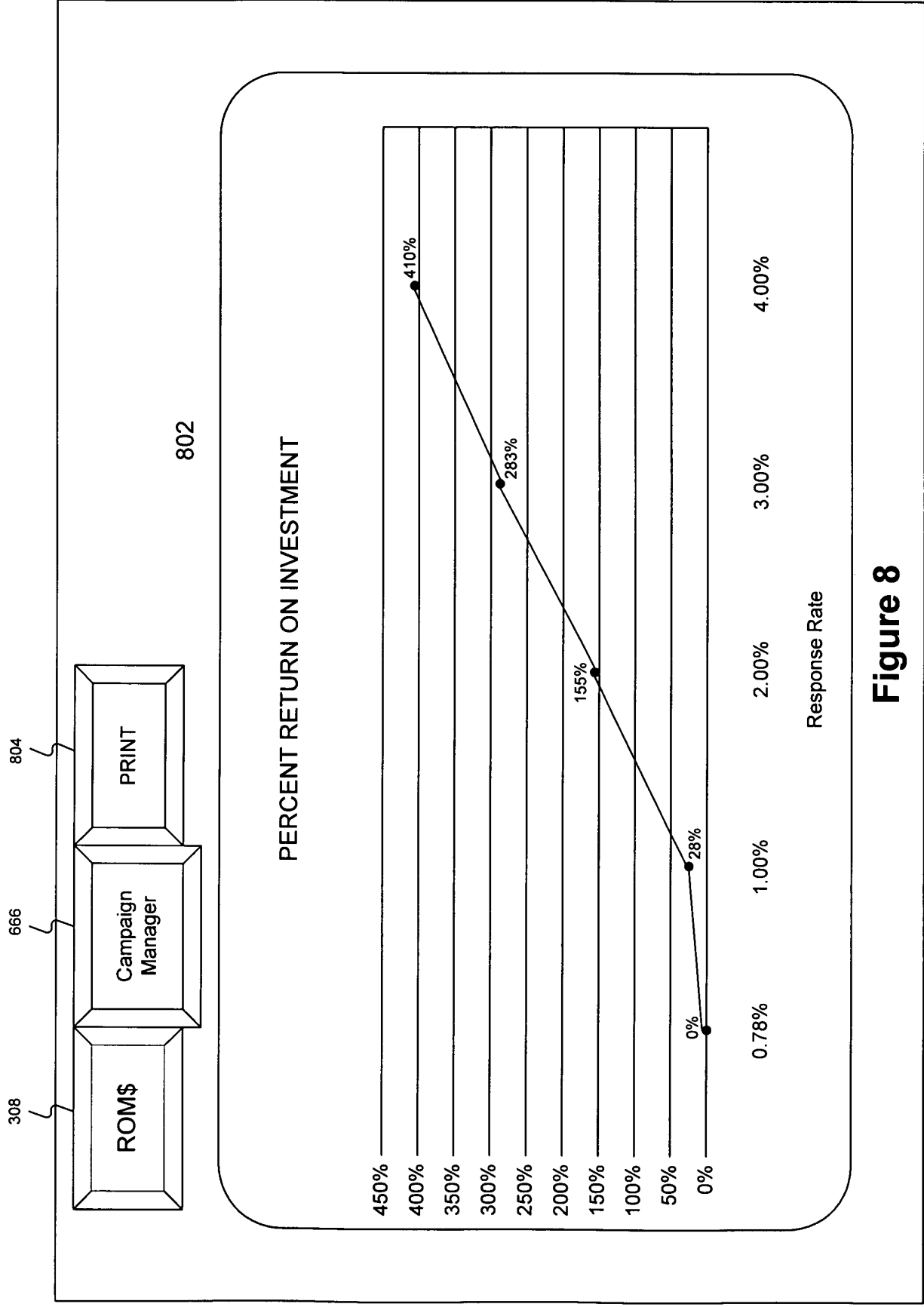
656

658

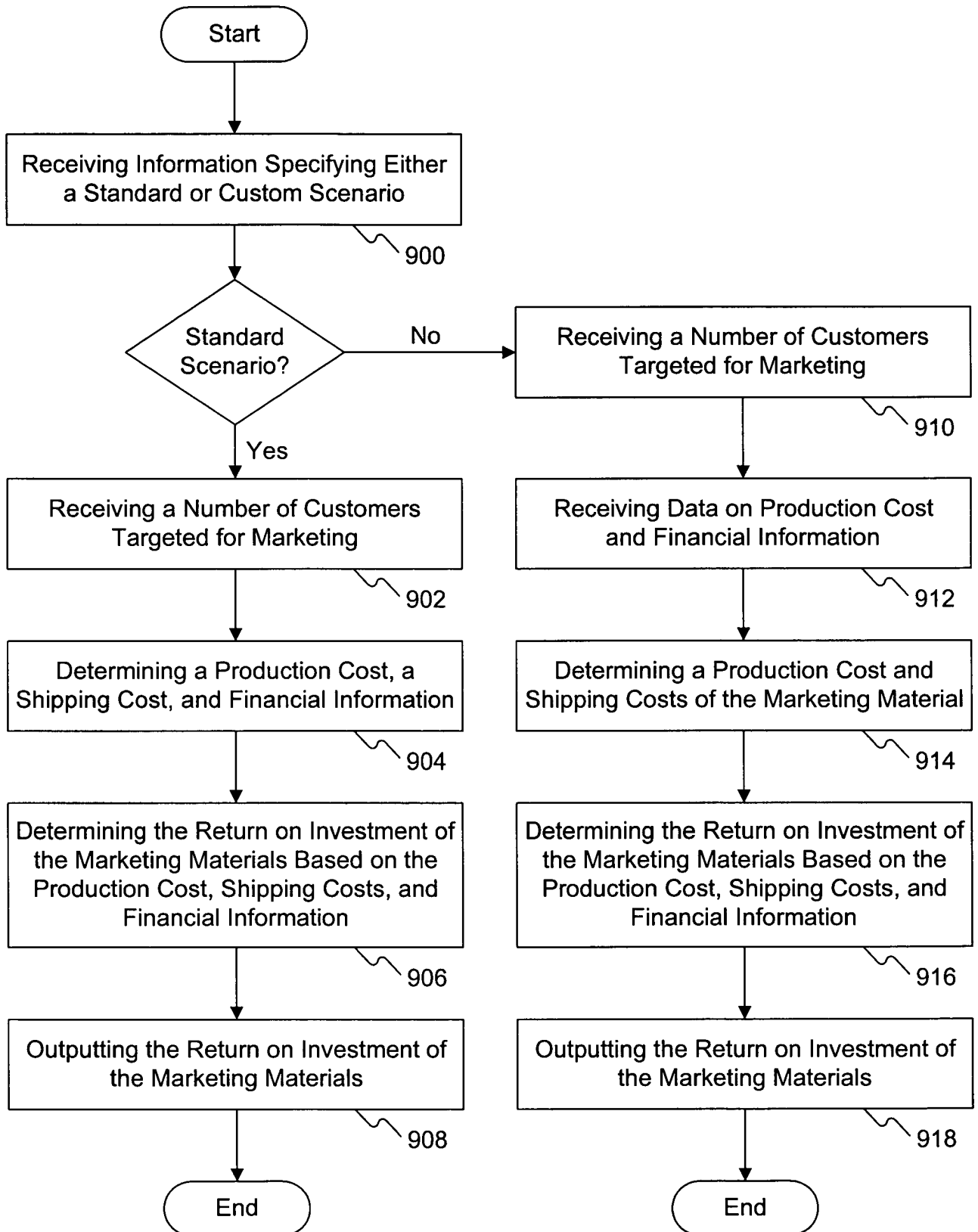
660

## Figure 6









**Figure 9**

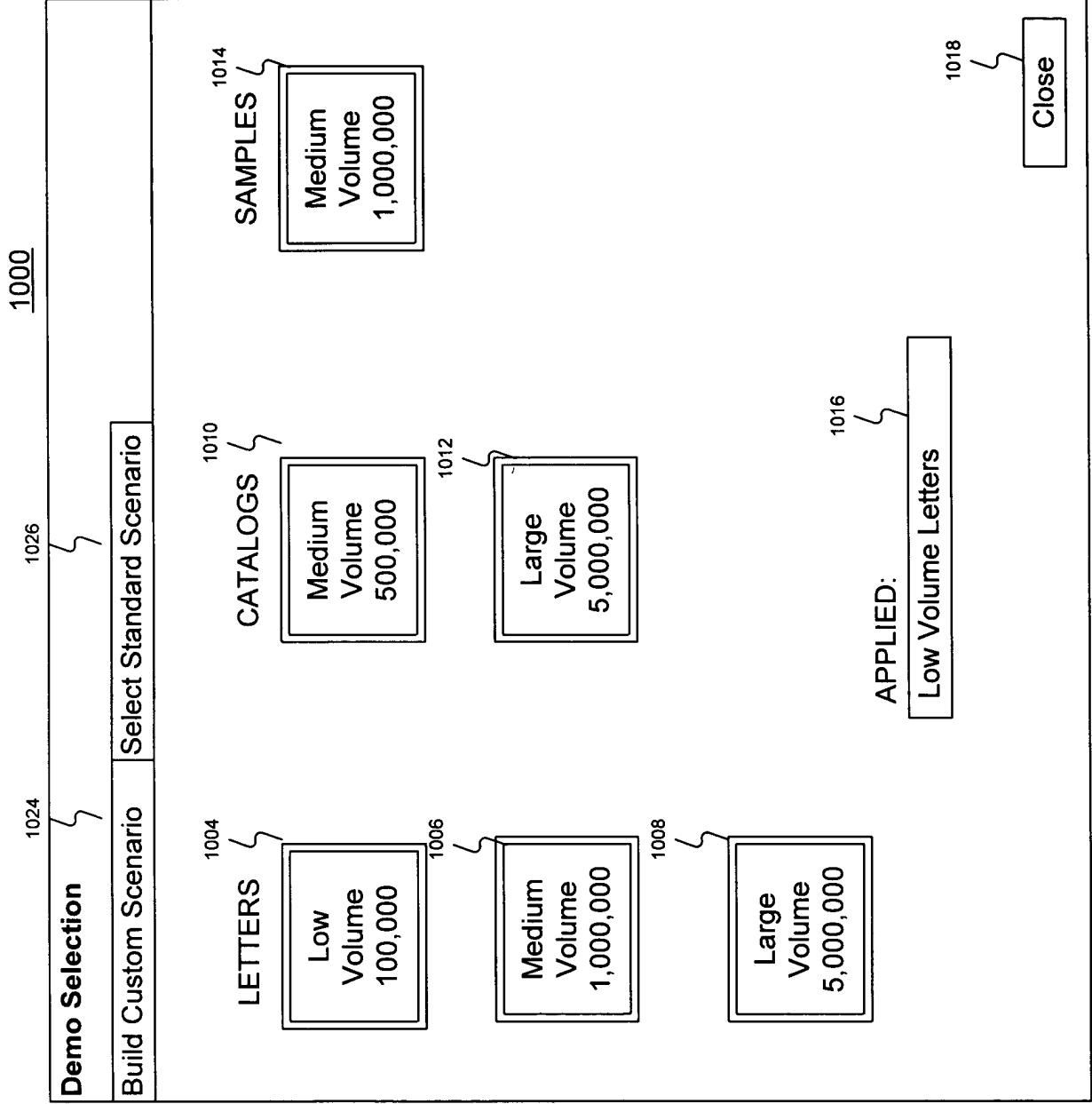
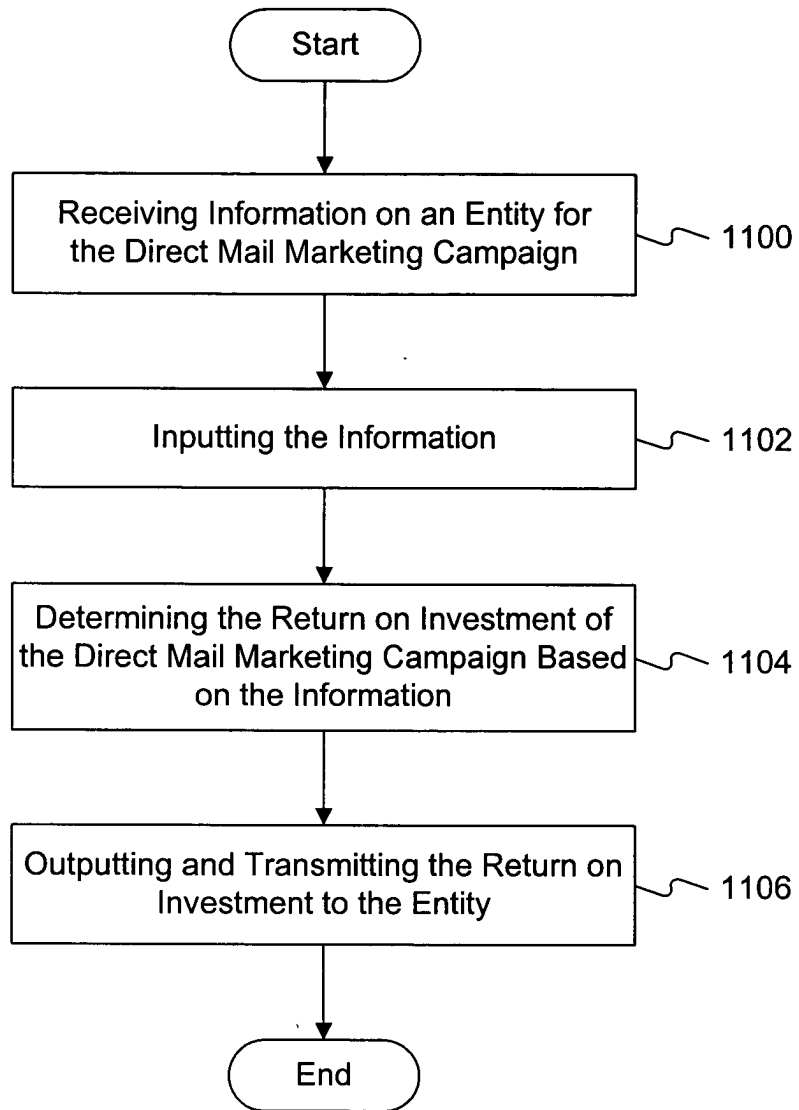


Figure 10A

Demo Selection	
Build Custom Scenario	Select Standard Scenario
Volume	402/404/406
List Type	Demographic
Turn Key Costs	534
OR	
Admin	536
Creative	538
Film & Photo	540
Data Processing	542
Professional Fees	544
Freight	546
Other	548
List Cost (per 000)	50
Print Cost (per 000)	20
Fold, etc. (per 000)	20
Mail Type	Letters
Response Rate	620
Selling Price	626
Profit per Piece	628
Close Ratio	638
Sales per Year	648
Years Retained	650
Retention Rate	652
CRM Contact per Year	660
Clear	
1018	
Apply	
Close	
1020	
1022	

Figure 10B



**Figure 11**

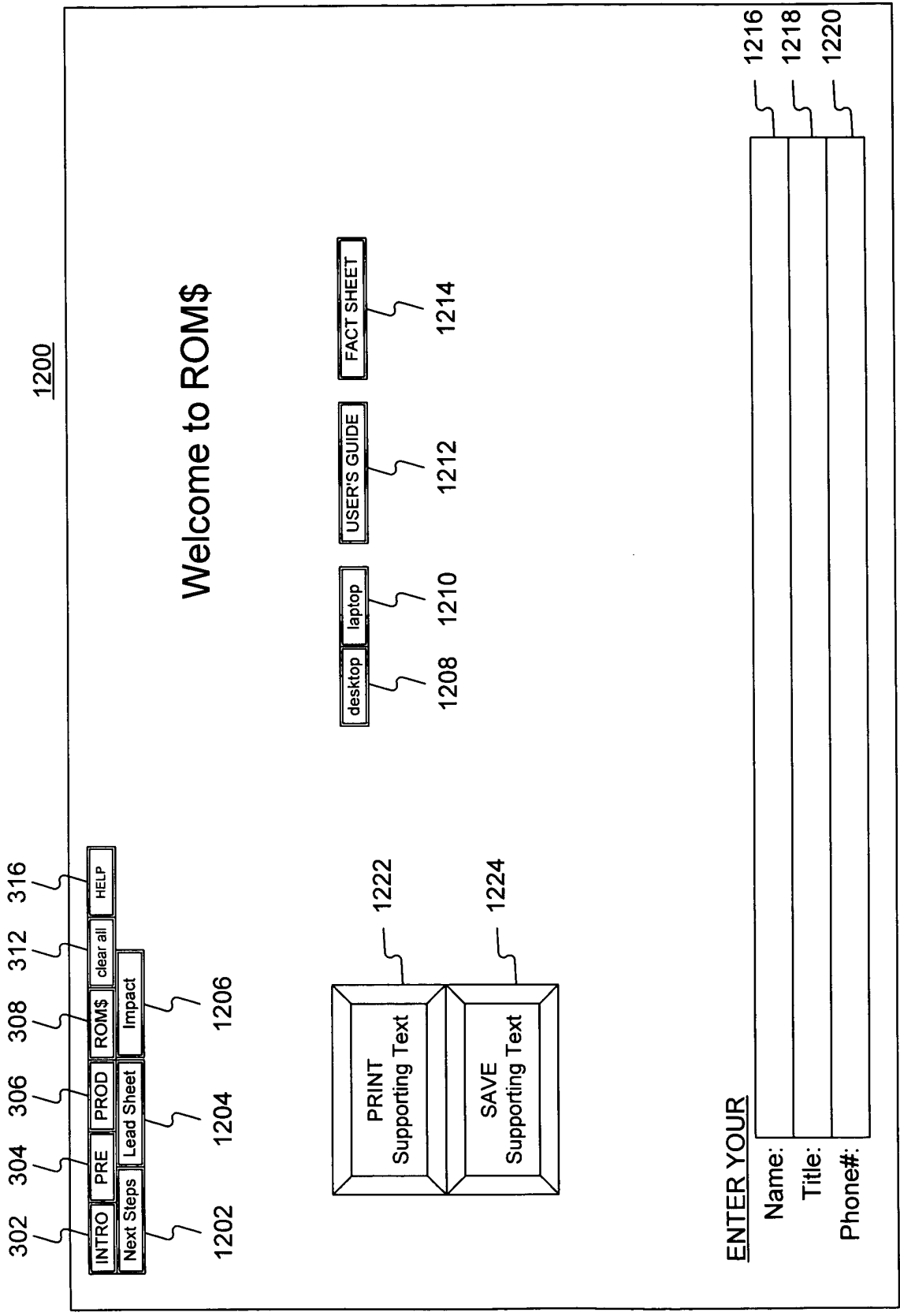


Figure 12

**Figur 13**

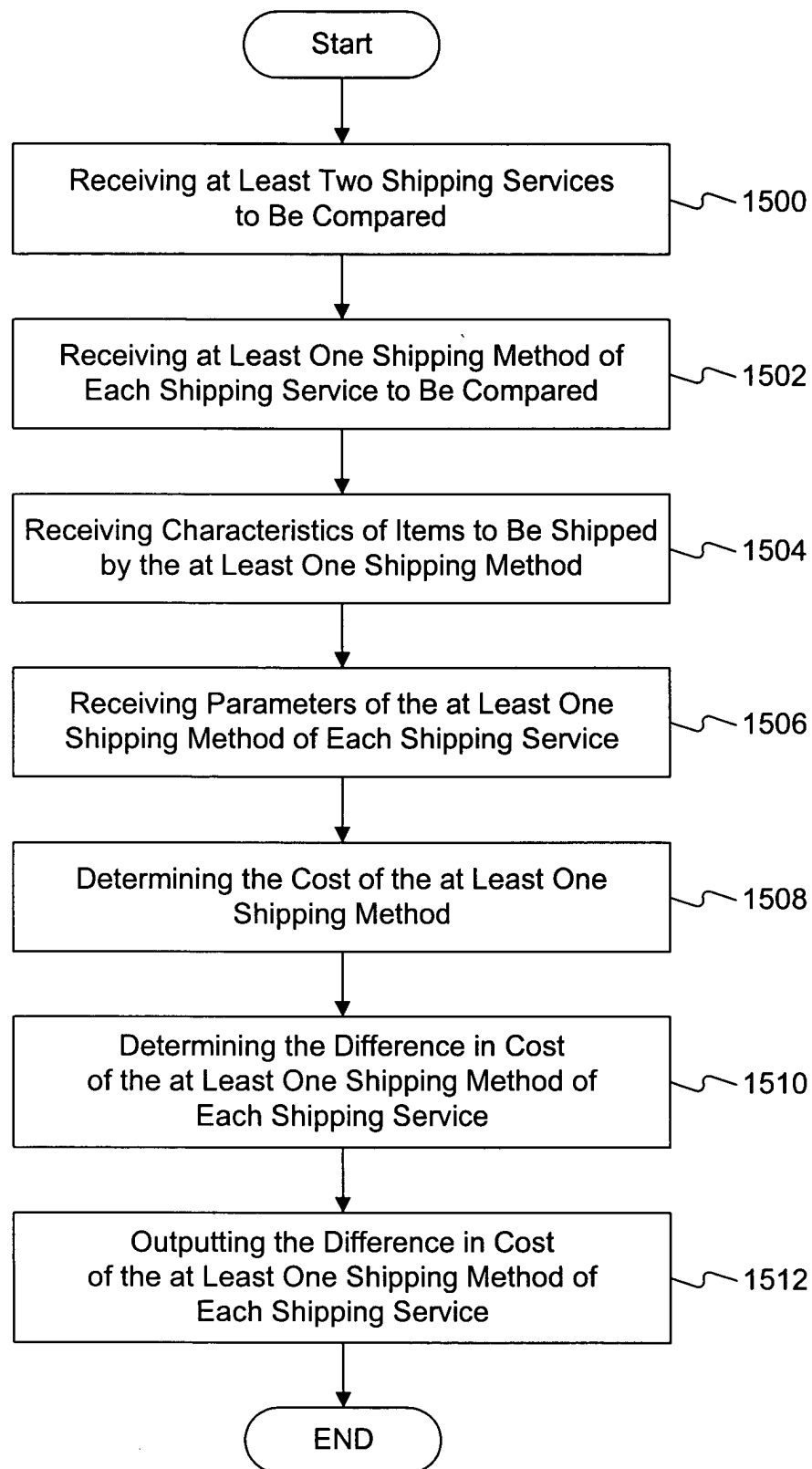
1300

302 304 306 308 310 314 316

Company Name Rep Name	<div>INTRO</div> <div>PRE</div> <div>PROD</div> <div>ROMS</div> <div>Clear</div> <div>Print</div> <div>Help</div>		Notes
	Yes	No	Date
Customer Meet ing Complete	<input type="checkbox"/>	<input type="checkbox"/>	
CSS Complete	<input type="checkbox"/>	<input type="checkbox"/>	
Customer Pres entation	<input type="checkbox"/>	<input type="checkbox"/>	
Cost Analysis C omplete	<input type="checkbox"/>	<input type="checkbox"/>	
Customer Commitment	<input type="checkbox"/>	<input type="checkbox"/>	
Upda te AM or SMARTS	<input type="checkbox"/>	<input type="checkbox"/>	
Meeting with A gency	<input type="checkbox"/>	<input type="checkbox"/>	
Meeting with Mail Vend or	<input type="checkbox"/>	<input type="checkbox"/>	
Implementati on Date	<input type="checkbox"/>	<input type="checkbox"/>	
Operational Mail Alert	<input type="checkbox"/>	<input type="checkbox"/>	
Documentation to Comp lete Sale	<input type="checkbox"/>	<input type="checkbox"/>	
Follow Up N ecessary	<input type="checkbox"/>	<input type="checkbox"/>	
Transition	<input type="checkbox"/>	<input type="checkbox"/>	
<div>1204</div> <div>LEAD SHEET</div> <div>IMPACT</div> <div>1206</div>			

1400		Event Name:			
<b>CUSTOMER</b>		Company:	Address:	Mailers Customers	
				Res:	Comm:
		Contact Name		Phone:	
		Title		Email Address:	
		Doc. Make <input type="checkbox"/> Influence <input type="checkbox"/>	Website		
Decision Maker:		Address:		Attendee <input type="checkbox"/>	Exhibitor <input type="checkbox"/>
<b>SHIPPING</b>					
Domestic Serv.	Shipper	Volume	Res.	Wt	USPS
Ground Res:					
Ground Com:					
Two Day					
Overnight					
Surcharges	Weekend <input type="checkbox"/> COD <input type="checkbox"/>	Des. <input type="checkbox"/> Hazard <input type="checkbox"/>			
Shippers	Svc Level	Vol/Rev	Wt	Country	USPS
In-Bound <input type="checkbox"/>		Out-Bound <input type="checkbox"/>	Loaded Costs		
<b>Direct Mail</b>					
Direct Mail Volume	Used for:		Brand <input type="checkbox"/>		
Database Records			Acquisition <input type="checkbox"/>		
Annual Sales \$			Loyalty <input type="checkbox"/>		
Yearly Adv. Budget \$			Mail Order <input type="checkbox"/>		
Other Media (X)	TV: _____	Radio: _____			
Ad Agency Need? Yes/No	Internet: _____	Newspaper: _____			
Name of Agency(s): _____					
<b>.COM</b>					
Choice of Carrier	Yes <input checked="" type="radio"/> No <input type="radio"/>	Part e-CS		<input type="checkbox"/>	
Fulfillment?	In-House <input type="checkbox"/>	e-Bill Pay		<input type="checkbox"/>	
	Out-Source <input type="checkbox"/>	Mailing Online		<input type="checkbox"/>	
API's?		Electronic		<input type="checkbox"/>	
Others _____					
<b>MISC</b>					
Generated by: _____			Potential Revenue: HOT! <input type="checkbox"/>		
title: _____			\$\$		
phone: _____					

Figure 14



**Figure 15**



<div>Packages</div>		<div>view exec</div>	<div>save exec</div>	<div>clear</div>	<div>print</div>	ENTER COMPANY NAME	
		1602	1604	1606	1608	1610	1612
		NapoliSauce.com					1614
1616		WEIGHT:		2	Discount? 0%		1620
1618		ZONE:		5	Daily		1622
					Weekly		1624
					Monthly		1626
					1648		1650
					1646		1652
					1644		1650

Quantity	USPS Priority Mail	USPS Second Day Air	FedEx 2-Day	Savings vs UPS	Savings vs FedEx
1	\$ 4.90	\$ 9.90	\$ 9.25	\$ 4.60	\$ 4.35
5	\$ 24.50	\$ 47.50	\$ 46.25	\$ 23.00	\$ 21.75
10	\$ 49.00	\$ 95.00	\$ 92.50	\$ 46.00	\$ 43.50
20	\$ 96.00	\$ 190.00	\$ 185.00	\$ 92.00	\$ 87.00
30	\$ 147.00	\$ 285.00	\$ 277.50	\$ 138.00	\$ 130.50
50	\$ 245.00	\$ 475.00	\$ 462.50	\$ 230.00	\$ 217.50
100	\$ 490.00	\$ 950.00	\$ 925.00	\$ 460.00	\$ 435.00

RESIDENTIAL: 0

RURAL: 0

ADDRESS CORR: 0

FUEL SURCHARGE: 0.75%

Quantity

Additional Savings: (surcharge impact)

TOTAL SAVINGS:

Quantity:

ANNUAL SAVINGS:

Annual Quantity:

## Figur 16

1702
1704
1706
1708
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1784
1786
1788
1790
1792
1794
1796
1798
1800

2-Day
view exec
save exec
clear
print

Annual Volume: 1,000

Goto Pattern
Goto Financials
ENTER COMPANY NAME

NapoliSauce.com

Zone	Distribution	Weight	Distribution	USPS	UPS	FedEx
1	0%	25%	1	Express Mail	Next Day Air	First Overnight
2	5%	40%	2	Priority Mail	Next Day Air Saver	Priority Overnight
3	5%	25%	3	Standard B	2nd Day Air Residential	Standard Overnight
4	20%	10%	4		2nd Day Air Commercial	Express Saver 2-Day
5	30%	0%	5		3 Day Residential	Express Saver 3-Day
6	30%	0%	6		3 Day Commercial	FedEx Ground
7	5%	0%	7		Ground Residential	FedEx Home
8	5%	0%	8		Ground Commercial	FedEx Ground
100%		100%	10	PRIORITY MAIL	2nd DAY AIR RESIDENTIAL	

Package Savings: \$ 5,551

Est. Surcharges: \$ 101

E t. Total Savings: \$ 5,652

Percent Savings: 52%

% Rural: 10%

% Address: 2%

Correction: 0.75%

Fuel Surcharge: 0%

Discount: 0%

Package Distribution By Zone

Package Distribution By Weight (1-10 lb.)

Figure 17

1702 2-Day

1602 Packages

1802 view exec

1804 save exec

1806 clear

1808 print

1810 home

1800 ENTER COMPANY NAME

1860 How many new customers would you like?

1820 Customers Obtained

1816 0

1818 0

1822 MAIL:

1824 select industry

1812

*Direct Mail has the highest ROI of any advertising a business can do. It's targetable, measurable and you can do it today!*

1814

1842 Quantity	500	Sm. Post Card	500
1844 Printing Costs	\$ 100	Letters	500
1846 List Cost	\$ 20		1,000
1848 Mail Prep	\$ -		5,000
1850 Average Sale per Order	\$ -		10,000
1852 How Many Sales per Year	-		20,000
1854 Estimated Response Rate	1.5%		50,000
1856 Close Ratio	0%		100,000
1858 Total Costs:			(245)
1868 (Gross) Return on Investment	\$		

1826 POST CARDS

1832 SHIPPING COSTS

1828 Quantity	500	Std A Entry Discount	None	Piece Rate	0.370	Postage Cost	185
1830 Postal Rates	1C, 1oz non-auto 5gl						
1862 First Class Wt Options:	PC	1oz	2oz	3oz			

1864 Piece/Pound Calculation:

1840 NONPROFIT

☐ YES ☒ NO

1866 [www.usps.com/directmail](http://www.usps.com/directmail)

Figure 18